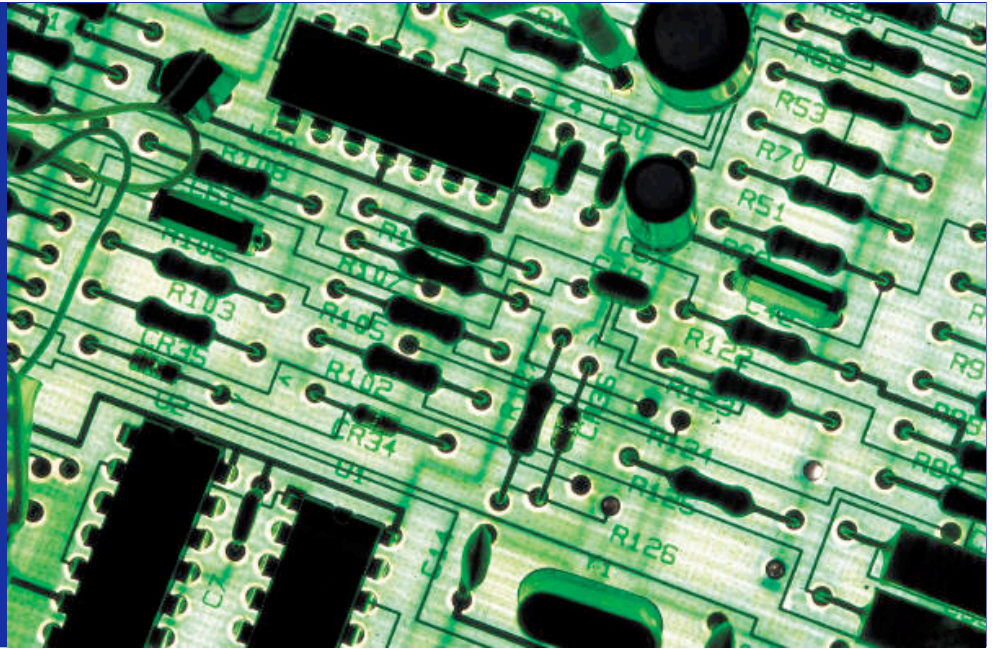


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# Konica Minolta Color Image Quality Rated Best Overall

## Annual Customer Survey Ranks Konica Minolta Color Devices Best In Overall Image Quality

Each year, we conduct several annual studies. One of our most important surveys is that of customers using color imaging devices. We contacted SMB (Small and Medium Businesses) and Enterprise customers from across the continental United States and asked them about their color copiers, MFPs, AIOs and printers. Respondents were asked to rate their equipment on a scale of one to 10 with 10 being the best possible rating. Surveys were conducted via telephone interviews. After a thorough validation process,



bizhub C550

we were left with 224 interviews representing 325 installed devices.

This year, Konica Minolta color devices were rated best in three out of four categories that make up our Image Quality table. Furthermore, Konica Minolta was also ranked #1 in Overall Image Quality, beating out Xerox and other traditionally strong brands.

*"Konica Minolta has had a strong history with respect to color image quality. Based on our research, anyone in the market for a color device with excellent image quality should strongly consider a Konica Minolta product."*

Andy Slawetsky  
President, Industry Analysts, Inc.



magicolor 8560

QUESTIONS?

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